

Stalled on a Railroad Crossing

with an express 300 feet away! Will your starter work or is it a case of jump and lose the car? In such an emergency you want to be sure of your storage battery. Stop here once a month and let us inspect your battery, whatever its make. Then it will always be ready for any emergency. This

Free Battery Inspection

(Any battery on any car) will save you many a dollar and may save your life.

Expert battery repairing and recharging. Starting motors, lighting generators and ignition systems repaired.

The Belmont Service Station

Phone 1671-R, 5th and Belmont Streets

We can supply repair parts for any storage battery, or a **Guaranteed Battery** to fit the battery box on your car.



Maxwell Company Gives Boom to City of Newcastle

Within the last five years Newcastle, Ind., has graduated from a little town to a prosperous city and the transformation has been due chiefly to the influence of the Maxwell Motor Co. When the big automobile organization located one of its mammoth factories in this place less than ten years ago, the population was close to 5,000. Now it is in the neighborhood of 15,000. The town has become congested. Transportation and housing problems are engaging the attention of the city officials.

The situation became so acute that the officials of the Newcastle plant of the Maxwell Company offered to cooperate with the city planners in effecting a remedy and a plan has been evolved that will not only take care of all the residents of Newcastle, but also provide for many others who are being attracted to the place by its industrial activity.

More building is going on in Newcastle this spring than ever before in the history of the town. This also is due directly to the initiative of the officials of the Maxwell Company at Newcastle.

Big Company Formed.

At the suggestion of the Maxwell officials a corporation known as the Greater Newcastle Company was formed and capitalized at \$100,000. A tract of land, 75 acres, adjacent to the Maxwell plant, was purchased and divided into lots. This city was induced to buy ten acres of this ground for park purposes. The remaining 65 acres were divided into 250 lots. None of these lots are less than 50 feet wide and 132 feet deep. Many of Newcastle's prominent business men took stock in the new company, the Maxwell retaining a controlling interest of 60 per cent.

The building of attractive five-room houses of the bungalow type is now progressing rapidly. Streets, alleys and sewers are being built. Water mains, electric lights and telephones are being installed. The property is highly restricted and a general plan of tree-planting is being carried out, so that beauty is not being neglected for the sake of expediency. Each house is being finished with distinctive touches, so that the whole plan does not savor of the tenement atmosphere.

Sold At Cost.

Each of these houses will be sold at the cost price and by an arrangement under which any worker may buy. The prices will range from \$1600 to \$1900 and the initial payment will be about 10 per cent. The balance is to be paid in weekly installments of from \$5 to \$6. Maxwell officials figure that this is about \$1 more than the average Newcastle resident pays in rent, so that by saving only a dollar a week, the purchaser of the house is buying his own home.

For Maxwell employees in Newcastle, this housing plan presents other economic features. The houses are all within easy walking distance of the factory. Car fare is eliminated and the men will all be able to go home for luncheon.

None of the houses have been sold, the directors of the company preferring to wait until all improvements have been made. Maxwell employees are eager to buy and already there is a waiting list that indicates that all of the 250 houses will be taken speedily. When the initial allotment is sold the project will be extended gradually to provide easily acquired homes for all, if possible, of the growing army of Maxwell employees in Newcastle.

Time Payment Basis Is Extended to Automobiles

Among the rumors that are current in financial circles of New York City is one to the effect that big New York and Chicago capital is in back of the newly formed Guaranty Securities corporation. This is the New York company that is said to have formulated a new and original plan whereby automobile dealers, handling various makes of cars, can dispose of their products on the "Time Payment" basis. Arrangements have already been entered into between several motor car manufacturers and their dealers which enable the latter to offer cars to their customers on deferred payments, in each case, however, the plans differ and it is to offset this objectionable feature that the Guaranty Securities corporation has entered the field with a selling plan that is declared to be uniform for all makes of cars and is

WATT SHIPP,
President
W. E. ANDERSON,
Vice President
JOHN W. HARBISON,
Secretary and Treasurer



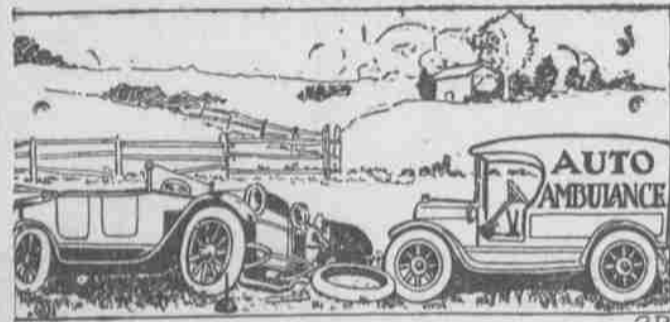
126 SOUTH COMMERCIAL STREET
Everything for the Automobile

GUNS, AMMUNITION,
FISHING TACKLE, BICYCLES,
MOTORCYCLES, GOLF EQUIPMENT
SPORTING GOODS,
GYMNASIUM SUPPLIES

Salem, Ore., May 20, 1916

Dear Friends: We are opening our new store at 126 South Commercial street on Monday, May 22nd. We have outgrown our old location—we need a place for our new stocks and more room for you when you come to see us. You will be welcome, very welcome, in fact if you don't come we may have to move back to the old store. But we are counting on at least one visit from you—you owe that much to yourselves, just to satisfy your curiosity. Now this is in the strictest confidence and we will tell you more about it later. There will be something extra special next Saturday.

Yours very truly,



Call on US

When in trouble we will be glad to help you.

Experienced man to make your repairs and adjustments. Full line of accessories in stock at all times.

Exide and G. L. B. Batteries. Recharging Station. Supplies for Hudson, Auburn and Reo Cars, in stock.

Great Western Garage

C. C. SIMERAL, Prop.
147 High St., opposite Court House. Phone 44

GATTI-CASAZZA GOES TO HUNT A FEW VOICES

New York, May 20.—Gullio Gatti-Casazza, general manager of the Metropolitan Opera, sailed today for Genoa aboard the Drexel Aosta, to seek a new crop of operatic stars for next season. Some contracts expire this season with artists, that may not be renewed and substitutes must be found. Gatti-Casazza will comb war torn Europe for a couple of million dollars worth of voices. He is just as apt to find a \$100,000 tenor, serving soup in a restaurant, or a \$50,000 baritone, hauling the Italian equivalent of "Rags, Bones and Bottles" as he is to find them to the manner born.

THEY THROW AWAY THE KEY EVERY 25 YEARS

Milwaukee, Wis., May 20.—Twenty-five years ago today, with solemn ceremony, the key to one of Milwaukee's little German cafes was thrown into the Milwaukee river. In commemoration of the anniversary today, a procession of rotund men again moved down Mason street to the river, where a huge wooden key was tossed into the waters by Otto Wagner. Then the celebration started. The place has not been closed for twenty-five years and is a headquarters for politicians, newspaper men and other leading lights.

Try Capital Journal Want Ads.

national in its scope.

While details of the plan have not been made public it is understood that the group of capitalists who are responsible for it and who are back of it are numbered among the most influential in the country. That this new company is destined to play an important part in the future of the motor car business is evidenced by the fact that it is capitalized on the basis of having \$50,000,000 worth of automobile paper this year.

Automobile Makers Oppose Deferred Payments

Lansing, Mich., May 20.—Unqualified endorsement of the denunciation hurled by R. H. Collins, general sales manager of the Buick Motor company, against a general extension of the deferred payment plan of selling automobiles, is voiced by Jay V. Hall, general sales manager of the Olds Motor Works, of this city.

"No man should buy an automobile until he can afford it," says Hall. "Any other course is sure to end in disaster, not only for the individual, but for the industry as well."

"To date the growth of the automobile business has been absolutely sound, at the expense of no other industry, and of positive benefit to all. A wide application of the deferred payment plan would change this completely, by causing many men to assume obligations they have no business to carry."

"In a majority of instances the dealer would be the man to suffer. A period of financial stringency among his trade, and he would have a quantity of half sold cars on his hands of second hand value, little cash, and no credit at the bank to tide him over."

Automobile Reserve Corps for Many Cities

The establishment of automobile reserve corps in every city of the United States, as factors in the present preparedness campaign of the United States, is urged by Jay V. Hall, executive of the Olds Motor Works, of Lansing, Mich.

"Our country has some four thousand miles of shore line to protect," says Hall, "with the possibility of troops being landed at any point."

"The only possible way of successfully combating such an attempt would be our ability to throw large masses of soldiers against any given point at short notice."

"With huge fleets of motor cars, such as could be mustered in almost any city of the United States, this could be accomplished with little trouble, provided the proper organization be had."

"As a matter of fact, the plan has recently been tried at San Francisco on a large scale, and with marked success."

"General William L. Sibert, commander of the Pacific coast artillery, and Captain H. D. Ryan, president of the Oldsmobile company of California, co-operated in the formation of a San Francisco automobile reserve corps and the staging of a series of maneuvers which give every hope for the future."

"In one of the maneuvers, a large body of regular troops from the Presidio, accompanied by a complement of light artillery, was rushed to Half moon Bay, a comparatively inaccessible spot on the west coast, suitable for invasion, in the space of a couple of hours, over a route which, under ordinary conditions, would have taken a day and a half."

"Concerning the outcome of the experiment, General Sibert said: 'The results of this experiment, which is the first of its kind in the United States, will prove of unusual importance to the officers of the army in their preparedness plans.'

"I should like to see a general extension of the automobile reserve corps principle in every city of the United

States. 'The United States now has practically 3,000,000 automobiles, with the probability that this number will be increased to 3,500,000 before the close of the present selling season.'

"In the hands of a band of strategy, these automobiles would form the most effective weapon for offense and defense that can be imagined, capable of transporting 10,000,000 troops to danger points with deadly rapidity."

"Had Germany had but a portion of our motor cars she would have pushed her drive through Belgium to Paris before the allies could have even begun to offer resistance. Instead of slow plodding columns of men there would have been an avalanche of motor cars, and all would have been over."

"The United States can guard against the fate of Belgium and Serbia by a thorough organization of its available motor car material, now."

"Every automobile dealer's organization in the United States should take toll of the cars in its territory and make arrangements to weld them into some sort of unit."

"If trouble should come, it will come swiftly. Then the better prepared the civilian elements of the govern-

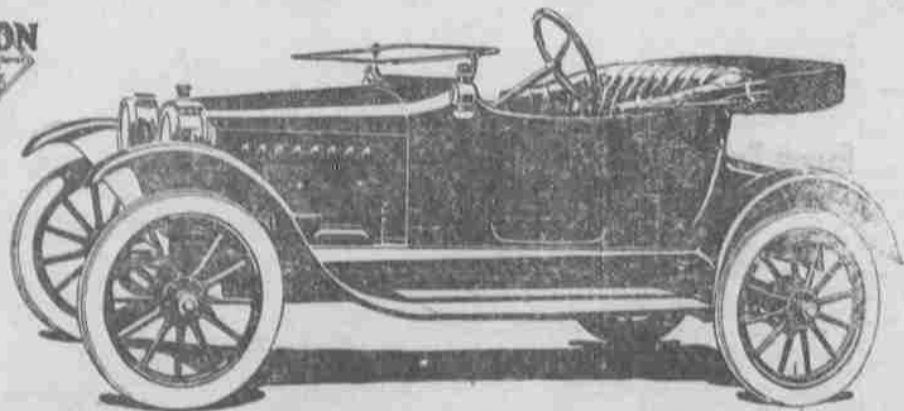
ment, particularly the owners, are to co-operate with my and navy, the better off it will be."

SEE OUR WINDOW

Special Prices on Robes and Outing Clothing.

Watch our window Specials

Hauser Bros State Street



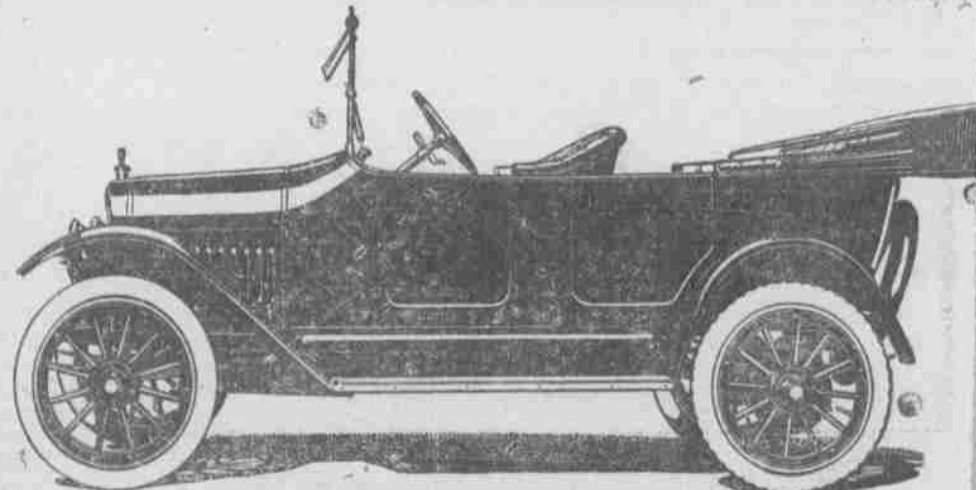
THE time for your summer vacation will soon be here. Why not figure on getting a Saxon Roadster and making a long motor trip? Saxon "Four" costs only \$445.00 to buy and but one-half cent per mile to operate.

It is absolutely modern in every feature and detail, strong, rugged and powerful, and will carry you anywhere a heavy car will—and some places where a big car can't. Saxon Roadster is the only two-passenger car under \$500 with a sliding gear transmission.

Let us talk with you about getting a Saxon "Four."

LLOYD L. RYAN, Agent

Service Station at Halverson & Burns Garage, Corner High and Ferry Streets. Phone 959



ATTAINMENT

TO BUILD a motor car of light weight, attractive appearance and low operating cost; to equip it with every device for comfort and convenience throughout to install a value and character that we could be proud to end with our name and reputation; and to offer such a motor car at a price possible only by scientific manufacturing and a great volume of business. This ideal, conceived almost thirteen years ago, has been the guiding influence the destiny of our institution. Its soundness is established by our success the great good will earned by the Maxwell car.

Two-Passenger Roadster \$725.00
Five-Passenger Touring Car . . \$745.00

Full equipment, including Electric Starter and Lights.

HALVERSON & BURNS

Corner Ferry and High Streets. Phone